

Local News - KXLY produces 33 different newscasts each week for a total of 29.5 hours of local news content per week. Our local news focuses on in-depth coverage of local issues including business, education, crime, neighborhood growth and development, politics, city/regional government, religion and health. In fact, our station has added a Monday through Friday half-hour midday newscast, last year we added a Saturday morning newscast and expanded our Monday through Friday 6:00 PM newscast to a full hour. Our weather team provides extensive coverage of all major weather events including a tornado this year. We aired and maintained live coverage until well after the threat was over. We also provide live notifications of thunderstorms and snowstorms and as a service to our area schools, KXLY News4 provides up-to-the-minute information on school closings and delays during winter storms. KXLY's web-site, KXLY.com, is an additional tool used to enhance local news coverage. Our web-site is an extension of our broadcasts providing an additional way for the community to stay current on the top stories, local news, weather and sports.

Local Public Affairs - KXLY continuously covers local public affairs in our newscasts. Some topics recently covered include: the Bike Helmet Law, Budget Cuts, Street Repairs, Homeless Ban, Art Funding, Hospital Layoffs, Flu Vaccines, School Safety, School Delays, School Speeds, and School Supplies. In addition, KXLY's "Northwest View", a ½ hour live news program aired Monday through Friday at 11:00 AM, is dedicated to providing local news coverage, as well as showcasing leaders, members and events of our local community. Samples of segments include a local teacher sharing lessons in holiday arts and crafts, a representative from our local animal shelter introducing animals available for adoption and a member of the local museum providing information on their family-friendly Halloween event. Also featured on Northwest View is "Let's Talk" which is a segment dedicated to providing a platform for various public service groups, community leaders, etc. to discuss their causes or concerns with the local community.

Programming Selection - KXLY strives to provide the most comprehensive, quality programming possible. We have an open communications policy regarding our programming selections and we consider, and promptly respond to, each request received by the public. All suggestions received in writing or via e-mail are placed in our Public File. Our goal is to select programming that is interesting and meaningful to our community. We value programming that is entertaining, family-friendly and educational for children. In situations where local events occurred that were more of an interest to our community, KXLY preempted network programming. Several examples of when our station preempted network programming include: President Bush's visit to Spokane, the Michael Anderson Memorial, the Senatorial Debate, the Congressional Debate, State B Basketball coverage and other local sporting events.

Emergency Programming - KXLY is committed to keeping our community up-to-date with vital emergency information from severe weather updates, to school emergencies. We provide live and on-the-scene coverage of emergencies, weather, traffic, and crime. Our coverage benefits our local community as it enables them to be informed of the latest emergency situations. In concert with our KXLY NEWS RADIO 920 AM station, traffic reports indicate which roads to avoid and viewers and listeners can better prepare their families for upcoming storms. One significant emergency recently covered included the new volcanic activity in Mount St. Helen's. Because the last eruption in 1980 dramatically affected the air quality within our local community, the current volcanic activity was of great concern and interest. KXLY addressed these concerns by keeping our community informed and aware of new developments. In addition to our emergency programming, KXLY is a participant in AMBER alert system which is also available

on our web-site, KXLY.com. Our news radio station is a primary E.A.S. (Emergency Alert System) station.

Political Programming - KXLY's involvement in promoting political issues range from sponsoring and airing candidate debates to using our web-site to enhance political coverage. KXLY produced and co-sponsored the Murray/Nethercutt Senatorial debate and the Barbieri/McMorris Congressional debate. KXLY also aired the Gregoire/Rossi Gubernatorial debate. We discuss political issues through candidate interviews during our newscasts, analysis of ballot issues, and our "Make It Count" campaign which encourages and educates citizens on effective ways to analyze important political issues. We have provided local and state candidates free airtime this year. Some examples include: Candidates for the 5th Congressional District, (including Don Barbieri, Shawn Cross, Cathy McMorris and Larry Sheahan), each received 2 ½ minutes during the primary season. Candidates for County Commissioner, (including Bill Burke, Todd Meilke, Mark Richard and Linda Wolverton), each received 3 minutes of free airtime, and candidates for U.S. Senate (including Patty Murray and George Nethercutt) also receive 3 minutes of free airtime. KXLY's morning show, "Good Morning Northwest", held a "Register to Vote" drive in which 100 people registered electronically to vote within a 4 hour time frame.

Civic, Cultural and other Community Responsive Programming - KXLY provides more than 50 hours of production and 3 hours of local programming showcasing our local community festival, the Lilac Parade, and it's surrounding activities. We also showcase two of our largest community events, Bloomsday and Hoopfest and provide coverage on the Coeur d'Alene Thanksgiving Parade and Ironman Triathlon. We dedicate an entire month to the issue of Heart Disease and air several ½ hour "Connecting with Kids" programs. We also give over 1,500 minutes in public service announcements, over 5 hours in programming and over 150 hours in production to our community service.

Music - In addition to supporting local organizations such as Spokane Opera and Spokane Symphony, KXLY also regularly airs interviews and performances by local musicians.

KXLY's Participation in Community Activities - KXLY leads the way in community collaboration. It is our mission to make a lasting impact on our community. Our staff, management, on-air talent and support staff make our mission possible by donating over 1,500 hours of community service to our local community. For over 18 years our "Coats 4 Kids" coat drive has collected more than 140,000 coats for needy children as well as more than \$500,000 to local agencies dedicated to preventing child abuse. We have also sponsored the United Way Volunteer of the Year Awards for more than 10 years to honor those in the community who also give their time and talents. We have a "Student Weather Station" that invites teachers to participate in the science of weather. KXLY also supports the Chase Youth Commission and helps host the Chase Youth Awards each year. We support grass-roots efforts, such as COPS Shops to promote neighborhood policing efforts. Other organizations we support include: Women Helping Women, Pathways, American Red Cross, Spokane Opera, Spokane Symphony, Spokane Mental Health, Spokane Regional Health District, American Diabetes Association, Epilepsy Foundation of Washington, SIDS Foundation of WA, Big Brothers/Big Sisters, Second Harvest Food Bank, Daybreak of Spokane, March of Dimes, Healthy Mothers/Healthy Babies, Salvation Army, Dixieland Jazz Festival, Spokane County Air Pollution Authority, Cancer Patient Care, WA Association of Sheriffs & Police Chiefs, Girl Scouts, Union Gospel Mission, Valleyfest, Spokane Joint Aquifer Board, Inland Northwest Health Services, Spokane County Domestic Violence Consortium, The Heart Institute, Goodwill Industries, SpokAnimal,

Spokane Humane Society, Inland Northwest Blood Center, Children's Museum, the Wooden Boat Festival and many more.

Web-site - KXLY's web-site, KXLY.com, is an additional vehicle used to communicate local events, news, weather and much more. Our web-site recaps top stories, provides forecast information, school closures, local news and information on topics such as, "4 Your Health", "4 Your Kids", "Local News", and "Make It Count", which is a comprehensive voter's guide to the 2004 election. KXLY.com also has a Community Events Calendar which gives non-profit groups, organizations and local schools a place to inform the local community of their fund-raising efforts and events.